

## METHODOLOGY

This study was commissioned by the City of Albuquerque. The objective of the study was to assess the attitudes and opinions of Albuquerque residents on numerous issues related to their overall quality of life. In addition to measuring satisfaction with city services, the study measured citizen perceptions regarding a number of issues currently facing the City of Albuquerque.

### *The Interview*

Respondents were interviewed by telephone. Telephone numbers were generated using a random digit dialing method.

Work week telephone calls were made primarily during the evening hours while weekend interviews were conducted during both the day and evening. Interviews were conducted between May 16 and June 20, 2001.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete understanding of the survey instrument.

### *Sample*

This study included a random cluster sample of 1,352 residents currently living in the City of Albuquerque. For city planning purposes, Albuquerque is divided into 10 City Planning Areas (CPA's). Research & Polling surveyed approximately 150 households in each planning area. For purposes of this study, the Southwest Mesa and South Valley planning areas were merged because many of the households in these regions are outside the municipal boundaries of the City of Albuquerque. In order to ensure a representative sample, the results were then weighted at the CPA level so that each CPA received its proportional share of interviews based upon 2000 Census population counts.

### *Sample Bias*

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population which are historically under-counted. This has the effect of minimizing but not necessarily eliminating sampling bias.

### *Margin of Error*

A sample size of 1,352 at a 95% confidence level provides a maximum margin of error of approximately  $\pm 2.7\%$ . In theory, in 95 out of 100 cases, the results based on a sample of 1,352 will differ by no more than 2.7 percentage points in either direction from what would have been obtained by interviewing all adult residents living in Albuquerque.

### *The Report*

This report summarizes the results for each question in the survey and reports on any variances in attitude or perception where significant among demographic subgroups. The demographic subgroups highlighted for this study include: gender, ethnicity, age, level of education, household income, length of residency, number of people living in household and home ownership status. The report also tracks certain questions to those asked in a previous study conducted in 1999.

## EXECUTIVE SUMMARY

The large majority of Albuquerque citizens appear to be satisfied with the overall quality of life in the city. The scenic mountain setting, wonderful climate and friendly people are what residents say they enjoy most about living in Albuquerque, along with the small town atmosphere. Over three-quarters of residents say the quality of life in their neighborhood is either *good* or *excellent* and half feel a 'sense of neighborhood' where they currently live. Residents say they most often associate a good 'sense of neighborhood' with caring neighbors, socializing and how involved residents are in their neighborhood.

As observed in previous studies, the most serious concern that residents have with living in Albuquerque is crime. When asked what is the single biggest problem or issue facing the city, one-in-three residents say it is the high crime rate and another 13% mention something related to personal safety. Although the crime rate is mentioned most frequently as the biggest problem facing Albuquerque, the percentage of residents who mention it has fallen from 40% observed in 1999 to 33% currently. While residents are less inclined to say the crime rate is the biggest problem in their neighborhood when compared to Albuquerque as a whole (20% and 33%, respectively), nearly one-quarter (23%) of residents say crime has increased where they live over the past year compared to 12% who say it has decreased. It should also be noted that these are consistent with results observed in 1999, while the large majority of residents feel at least *somewhat*, if not *very safe* when out alone in their neighborhood at night, whereas one-in-four residents feel unsafe.

Crime and the feeling of personal safety are clearly important issues to many area residents and the safer they feel, the more satisfied they should become with their quality of life. The feeling of personal safety is often as much of a perception problem as it is a problem of actually becoming a victim of crime. In terms of personal experience, one-in-five residents say they or a household member has been a victim of crime in the past year, which is down slightly from

23% observed in the 1999 study. Furthermore, 32% of residents say they have reported a crime to the Albuquerque Police Department (APD) in the past year. The APD receives somewhat mixed reviews in how they handled these situations. While the majority (54%) of residents who reported an incident say APD's response was either *good* (25%), *very good* (16%) or *excellent* (13%), over two-fifths give a *fair* (19%) or *poor* (25%) rating.

One of the issues that continues to face Albuquerque is how we are to grow as a city. Just over half (53%) of city residents feel Albuquerque is growing too fast, which is down from 62% observed in 1999. When asked what type of growth they would like to see in residential areas, the plurality of residents (44%) say they want to develop vacant lands in built up parts of the city, while approximately one-third (30%) would prefer to grow by developing land on the outer boundaries. In terms of what types of things they would like to see developed on vacant land in their own neighborhood, residents are most inclined to say they want city parks or recreational facilities (27%), while single family housing units (17%) are mentioned second most often. Related to growth in the area and further improvement of the quality of life, half of area residents feel it is important that Downtown Albuquerque be an active city center. This may be explained by the fact that the vast majority (82%) of residents have driven through the Downtown area in the past year and three-fifths have conducted business or went Downtown for government reasons. Furthermore, approximately half of city residents say they have either walked along Central Downtown, attended cultural/civic events or have made a purchase Downtown within the past year. Many residents are already going Downtown for business or pleasure so it is not surprising that revitalization and improving their experiences are important to them. Improving the Downtown area is one of many steps the city can embark upon to improve the overall quality of life the city can offer to its citizens.

FAVORITE ASPECT ABOUT ALBUQUERQUE		PRIMARY PROBLEM FACING ALBUQUERQUE RESIDENTS		CHANGE IN ALBUQUERQUE'S QUALITY OF LIFE	
<i>(TOP 5 UNAIDED RESPONSES)</i>		<i>(TOP 5 UNAIDED RESPONSES)</i>			
	<i>JULY 2001 SAMPLE (N = 1352)</i>		<i>JULY 2001 SAMPLE (N = 1352)</i>	<i>2001</i>	<i>OCT. 1999 SAMPLE (N = 1509)</i> <i>JULY SAMPLE (N =</i>
Climate/weather is pleasant	<b>57%</b>	Crime rate is high	<b>33%</b>		
Scenic mountain setting/scenery	<b>16%</b>	Traffic congestion	<b>7%</b>	Better place	12% <b>14%</b>
Friendly people	<b>15%</b>	Government/political leadership incompetent	<b>5%</b>	About the same	53% <b>54%</b>
Small town atmosphere	<b>9%</b>	Gangs	<b>4%</b>	Worse place	32% <b>29%</b>
Cultural diversity	<b>7%</b>	Lack of water/water supply	<b>4%</b>	Don't know/won't say	2% <b>3%</b>
Everything	<b>5%</b>	Nothing/no drawbacks	<b>1%</b>		
Don't know/won't say	<b>5%</b>	Don't know/won't say	<b>5%</b>		

*Note: The sum of the percentages exceeds 100% due to multiple responses.*

Residents were asked in an unaided, open-ended manner what they like most about Albuquerque and conversely, what they feel is the biggest single issue or problem facing residents. As shown above, the majority of residents (57%) say they enjoy the climate/weather the most, while 16% mention the scenic mountain setting/scenery, 15% mention the friendly people and 9% say they most enjoy Albuquerque's small town atmosphere.

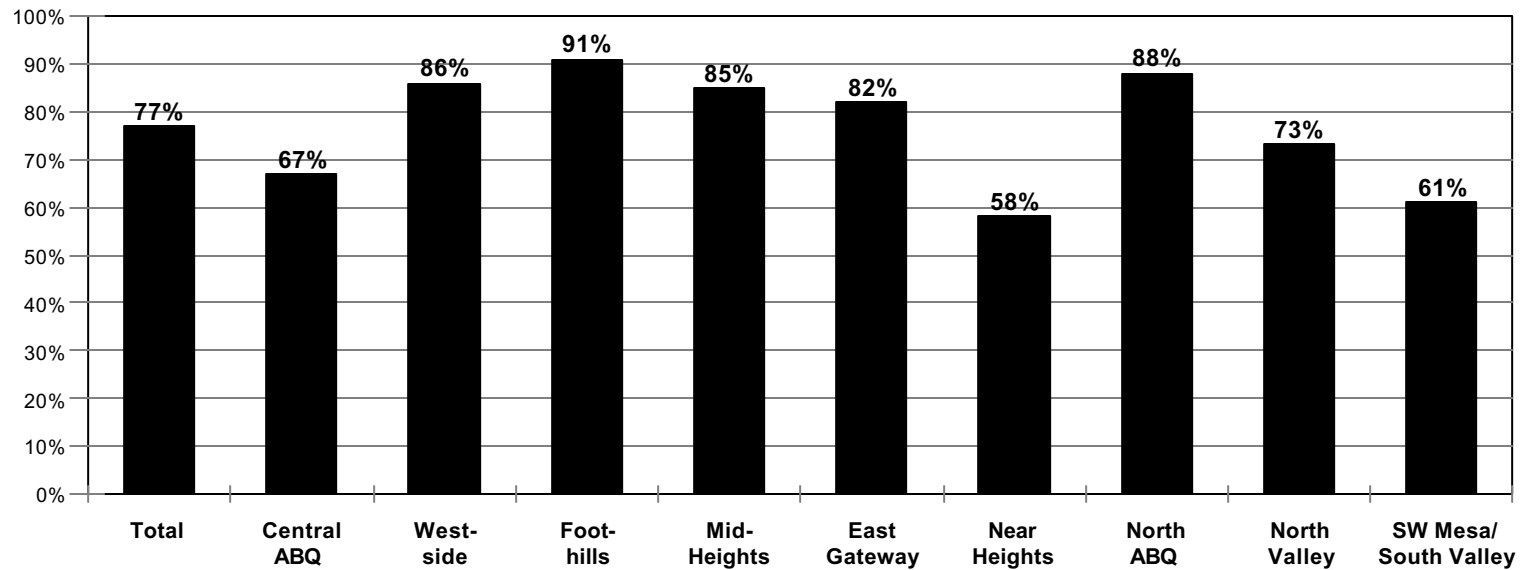
Overall, crime is perceived as being the biggest issue or problem facing the residents of Albuquerque as it is mentioned by 33% of residents when asked in an unaided, open-ended manner. Traffic congestion is mentioned second most frequently (7%), followed by a lack of competent political leadership (5%), gangs (4%) and lack of water (4%).

When asked about changes in the quality of life in Albuquerque, 29% of residents say the city has become a worse place to live over the past year, though 14% say it has become a better place. The majority of residents (54%) do not feel the quality of life in Albuquerque has changed over the past year. These results are consistent with those observed in the previous study conducted in 1999. It is interesting to note that residents living on the Westside of Albuquerque are most apt to say the quality of life in Albuquerque has gotten worse in the past year (40%).

## Neighborhood Quality of Life

### Evaluation of Quality of Life in Neighborhood

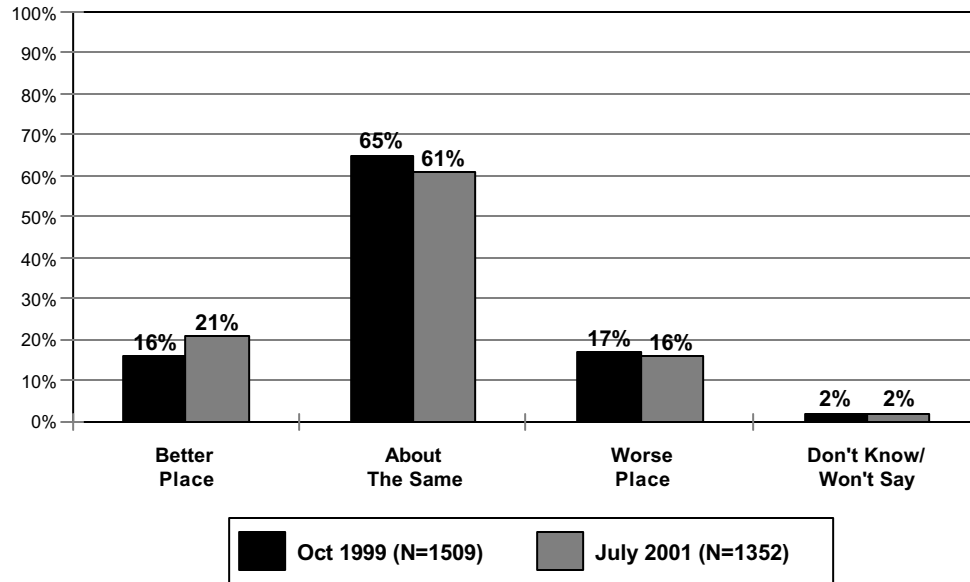
July 2001 Total Sample (N=1352)  
(Excellent/Good - Combined Scores of 4 & 5 on a 5-Point Scale)



In addition to exploring various issues of quality within Albuquerque as a whole, residents were asked specifically about the quality of life in their neighborhood. As shown above, over three-quarters of city residents feel the quality of life in their neighborhood is either *good* (57%) or *excellent* (20%). Fifteen percent characterize the quality of life in their neighborhood as being *fair*, while 5% give either *poor* or *very poor* ratings. The graph above shows differences in the Community Planning Areas (CPA's) for residents who feel the quality of life in their neighborhood is either *good* or *excellent*. Residents in the Foothills express the highest level of satisfaction with 91% giving *good* or *excellent* ratings, followed by North Albuquerque (88%), Westside (86%) and Mid-Heights (85%). Near Heights residents are least apt to feel their quality of life is *good* or *excellent* (58%).

### Change in Quality of Life in Neighborhood

Total Sample



### PRIMARY PROBLEM FACING NEIGHBORHOOD RESIDENTS

(TOP 6 UNAIDED RESPONSES)

JULY 2001  
SAMPLE  
(N = 1352)

Crime rate is high	20%
Traffic congestion	8%
Speeding	6%
Noise	4%
Drugs/dealers	4%
Gangs	4%
Nothing/no drawbacks	21%
Don't know/won't say	10%

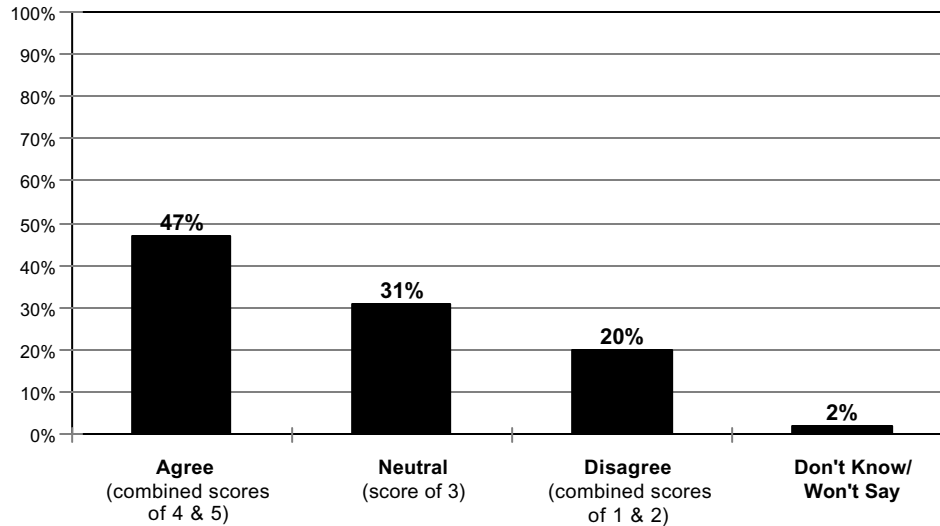
Area residents are somewhat divided in their opinions of the changes taking place in their neighborhood. While 21% feel their neighborhood has become a better place to live in the past year, 6% feel it is a worse place to live and the large majority (61%) feel it is about the same. When compared to the previous study we find residents now are slightly more apt to say their neighborhood has become a better place to live (21% and 16%, respectively).

When asked what is the single biggest problem facing residents in their neighborhood today, 20% say the crime rate is high, while 8% mention traffic congestion and 6% say speeding is a problem. No other problem was specifically mentioned by more than 4% of respondents. One-in-five residents say there are no big problems in their neighborhood and 10% did not offer a response. Residents in Central Albuquerque and Near Heights are more likely than others to say the crime rate is their neighborhood's biggest problem.

### Perceived 'Sense of Neighborhood'

July 2001 Total Sample (N=1352)

Based on a 5-Point Scale ('5' = 'Strongly Agree,' '1' = 'Strongly Disagree')



### DEFINITION OF 'SENSE OF NEIGHBORHOOD'

(TOP 6 UNAIDED RESPONSES)

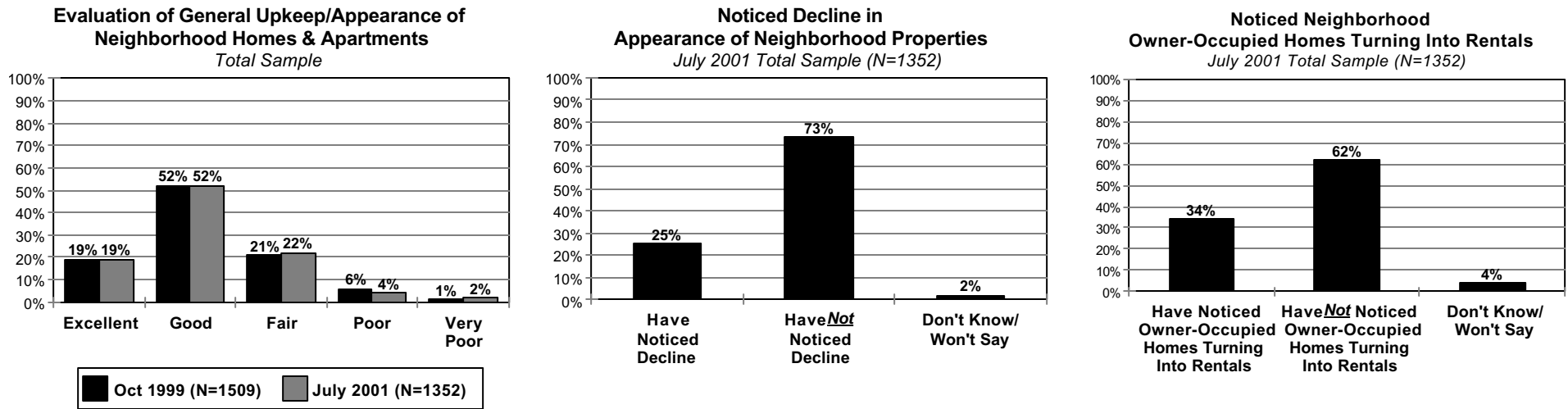
JULY 2001  
SAMPLE  
(N = 1352)

Caring neighbors	60%
Neighbors socializing	38%
Residents' involvement in neighborhood	35%
Long-time neighbors	13%
Care given to appearance of neighborhood	11%
Helping/looking out for each other	7%
Don't know/won't say	7%

Note: The sum of the percentages exceeds 100% due to multiple responses.

Residents were asked to rate how strongly they either agree or disagree that there is a 'sense of neighborhood' where they live based on a 5-point scale where 5 is *strongly agree* and 1 is *strongly disagree*. As shown above, approximately half (47%) of residents feel a 'sense of neighborhood' in their community indicated by a score of 4 or 5. One-in-five residents do not feel there is a 'sense of neighborhood' where they live and 31% have a neutral opinion. It should be noted that residents of the Mid-Heights are most apt to *strongly agree* that there is a sense of community in their neighborhood (31%), whereas East Gateway residents are least inclined to *strongly agree* (11%). Also, older residents tend to be more inclined than younger residents to feel a 'sense of neighborhood.'

When asked what a 'sense of neighborhood' means to them, three-fifths of area residents say it means caring neighbors, while 38% say it means neighbors socializing and 35% think of residents' involvement in the neighborhood. Other common associations with a 'sense of neighborhood' include: long-time neighbors (13%), care given to appearance of neighborhood (11%) and helping each other (7%).

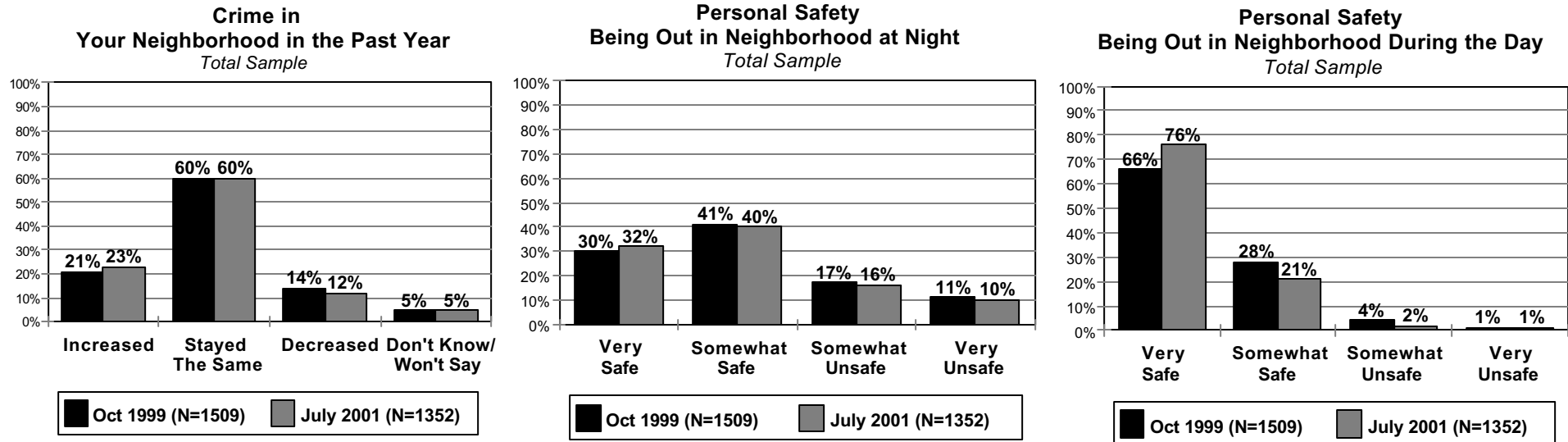


Residents were asked several questions related to the characteristics of their neighborhood. As shown above, when asked about the general upkeep and appearance of the homes and apartments in their neighborhood, 19% characterize them as being *excellent* and 52% feel the upkeep is *good*. Twenty-two percent of residents feel the general upkeep and appearance of the homes/apartments in their neighborhood are *fair*, while 6% give *poor* or *very poor* ratings. Residents of the Foothills (87%) and Westside (84%) are most likely to rate the upkeep of their neighborhood as being *good* or *excellent* while Near Heights residents (55%) are least apt to do so. The percentage of residents citywide who evaluate their neighborhood as being *good* or *excellent* is identical to those observed in the previous study.

One-quarter of residents say they have noticed a decline in the appearance of properties in their neighborhood over the past year. East Gateway residents (32%) and Near Heights residents (30%) are most apt to report a decline in appearance whereas residents in the Foothills (14%) are least inclined to do so. Furthermore, one-third (34%) of city residents have noticed that owner-occupied homes have turned into rentals in the past year. Near Heights residents (43%) are more likely than others to have noticed such a trend.



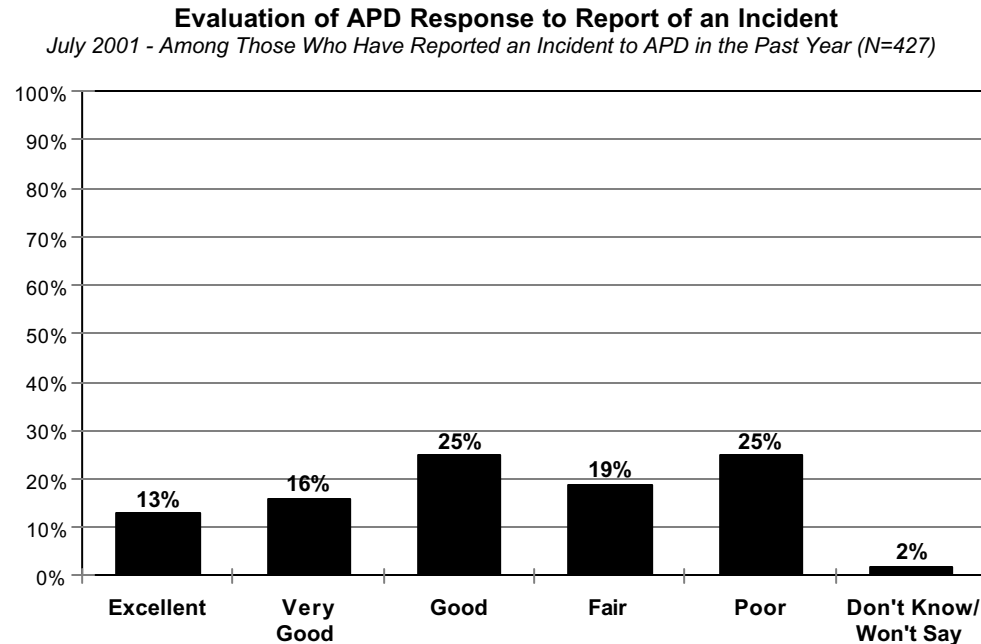
## Public Safety



Approximately one-quarter (23%) of residents feel crime in their neighborhood has increased in the past year, while 12% believe it has decreased and three-fifths believe crime has stayed about the same. Residents in Central Albuquerque are most apt to say crime has decreased (23%), though 22% of residents in this area feel crime has actually increased. Overall, there is little change in residents' perceptions of crime in their neighborhood when compared to the previous study.

In terms of personal safety, approximately three-quarters of area residents say they either feel *somewhat safe* (40%) or *very safe* (32%) about being alone outside in their neighborhood at night. However, one-in-four residents say they feel either *somewhat unsafe* (16%) or *very unsafe* (10%). Approximately two-in-five residents in the Near Heights (41%) and Central Albuquerque CPA (39%) say they feel at least *somewhat unsafe* at night. Residents are more comfortable during the day as three-quarters (76%) say they feel *very safe* being outside in their neighborhood during the day and 21% say they feel *somewhat safe*. Three percent of residents do not feel safe when alone outside during the day. The 76% of residents who feel *very safe* being outside during the day in their neighborhood is an increase from 66% observed in the previous study.

One-in-five city residents say they or a household member was a victim of a crime in the past year, down slightly from 23% observed in the 1999 study. Reports of being a crime victim is highest in Central Albuquerque (29%) and Near Heights (27%). Furthermore, 32% of area residents say they reported an incident to the APD in the past year, which is 3% lower than observed in 1999. Residents in the Central Albuquerque CPA (50%), Southwest Mesa/South Valley (40%) and Near Heights (38%) are most apt to have reported an incident.



As shown above, the majority (54%) of respondents feel the APD was either *excellent* (13%), *very good* (16%) or *good* (25%) in responding. However, 25% feel the response was *poor* and 19% give a *fair* rating. Hispanics (51%) are more apt than Anglos (40%) to feel the response of APD was *poor* or *fair*. Also, three-fifths of Near Heights respondents and 55% of those in North Albuquerque give ratings of *fair* or *poor*.

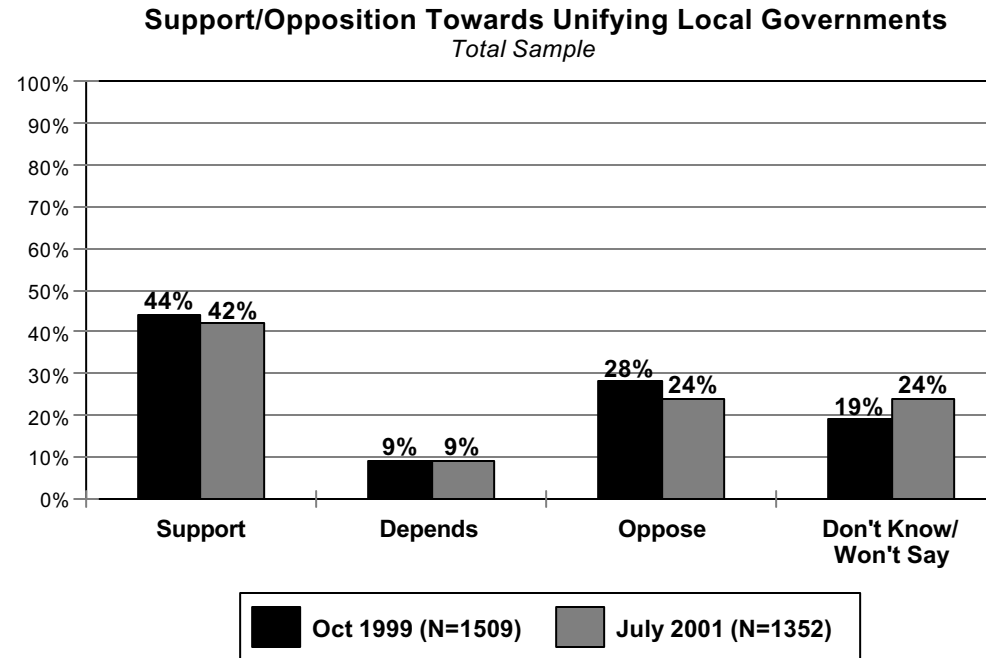
## Growth Related Issues

PERCEPTION OF ALBUQUERQUE'S GROWTH RATE			PREFERRED TYPE OF GROWTH IN ALBUQUERQUE'S RESIDENTIAL AREAS		SUGGESTIONS ON WHAT TO BUILD/DEVELOP ON LOCAL VACANT LAND	
	<i>OCT. 1999 SAMPLE (N = 1509)</i>	<i>JULY 2001 SAMPLE (N = 1352)</i>		<i>JULY 2001 SAMPLE (N = 1352)</i>	<i>(TOP 6 UNAIDED RESPONSES)</i>	<i>JULY 2001 SAMPLE (N = 1352)</i>
Too fast	62%	53%	Grow through developing vacant land in the built up parts of the city	44%	City parks/recreational facilities	27%
Just about right	32%	37%	Grow on vacant land that is now on the outer boundaries of the city	30%	Single family housing/separate free-standing dwell.	17%
Too slow	3%	6%	Both types of growth ( <i>volunteered</i> )	10%	There is no vacant land in this part of town	17%
Don't know/won't say	3%	4%	Neither ( <i>volunteered</i> )	6%	Want no development on this vacant land	11%
			No growth at all ( <i>volunteered</i> )	2%	Multi-family housing/apartments/townhouses	5%
			Don't know/won't say	8%	Grocery stores	5%
					Don't know/won't say	10%

Growth is a big issue in many communities and as shown above, the majority of city residents (53%) feel Albuquerque is growing too fast while 37% feel the rate of growth is about right and 6% feel Albuquerque is growing too slowly. Older residents, those who have lived in the city for longer periods of time and residents in the North Valley and Southwest Mesa/South Valley are most apt to feel the city is growing too fast. Interestingly, residents are now less inclined to believe Albuquerque is growing too fast than was observed in the 1999 study (53% and 62%, respectively).

When given two options as to the kind of growth they would like to see, the plurality (44%) of residents say they would prefer that residential areas in Albuquerque grow through developing vacant land in the built up parts of the city. Thirty percent disagree, believing growth should take place on vacant land that is now on outer boundaries of the city while 10% would like to see both types of growth. These results are almost identical to those observed in the previous study.

When asked in an unaided, open-ended manner what type of growth they would prefer on the vacant land in their part of town, the plurality (27%) of residents say they would like city parks/recreational facilities, while 17% would like to see single family housing and 11% say they do not want any development on the vacant land.



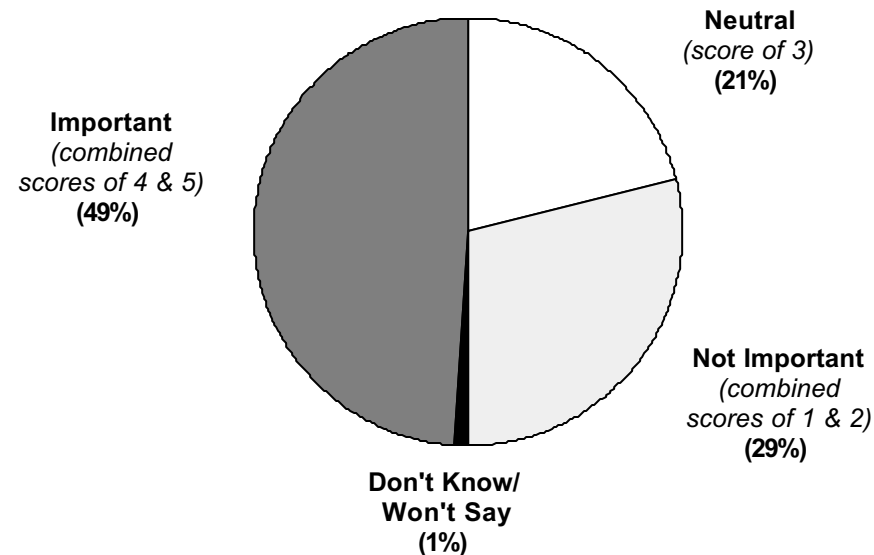
The plurality (42%) of residents say they generally support the concept of unifying local governments by combining the City of Albuquerque and Bernalillo County governments, though 24% are opposed to the idea and 9% say it depends. One-quarter of city residents have not formed an opinion on the issue of unifying local governments. These results are very similar to those observed in the 1999 study.

## Downtown Albuquerque

### Importance for Downtown Albuquerque to be an Active City Center

July 2001 Total Sample (N=1352)

(Based on a 5-Point Scale Where '5' = 'Very Important;' '1' = 'Not At All Important')

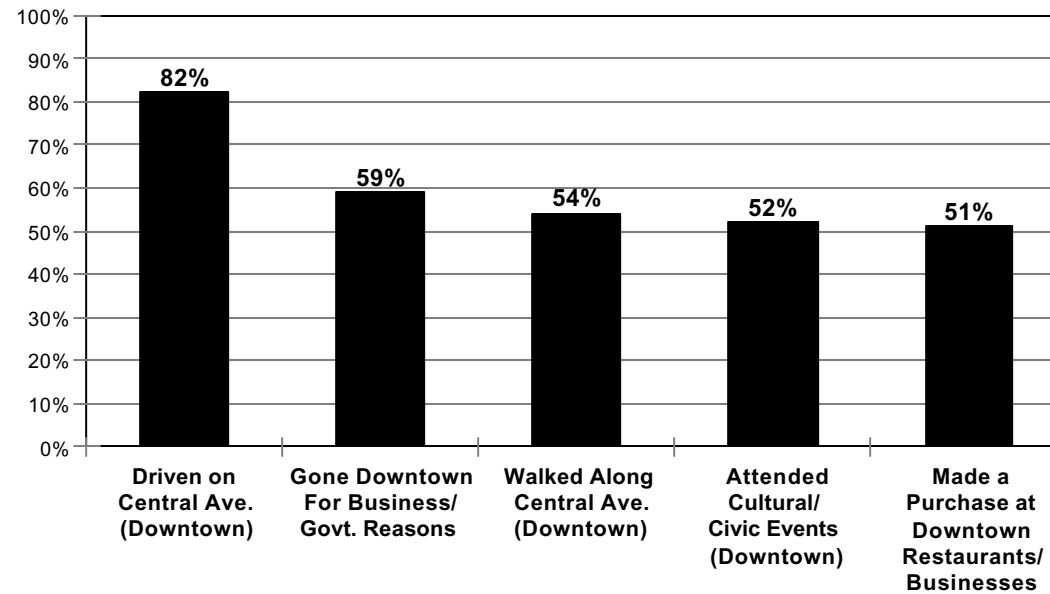


Residents were asked to rate how important it is to them that Downtown Albuquerque be an active city center based on 5-point scale where 5 is *very important* and 1 is *not at all important*. As shown above, half of area residents feel it is important that Downtown be an active center (31% say it is *very important*). Twenty-nine percent do not feel it is important to have an active city center and 21% have a neutral opinion. Residents who are more apt to feel it is important that Downtown Albuquerque be an active city center include those under the age of 35 (59%), Hispanics (57%) as compared to Anglos (43%) and residents living in the Central Albuquerque CPA (71%).

### Downtown Activities in the Past Year

July 2001 Total Sample (N=1352)

('Yes' Responses)



Residents were read a list of activities in Downtown Albuquerque and asked if they have participated in each at least one time in the past year. As shown above, over four-fifths (82%) of area residents have driven on Central Avenue through Downtown in the past year while three-fifths (59%) have gone Downtown for business or government reasons and 54% have walked along Central Avenue in the past year. Approximately half of city residents have attended cultural or civic events Downtown in the past year (52%) or made a purchase at a Downtown restaurant or business (51%). Younger residents, particularly those under the age of 35 are more likely to have participated in the various Downtown activities than are older residents.

## REASONS FOR NOT VISITING DOWNTOWN ALBUQUERQUE MORE OFTEN

(TOP 6 UNAIDED RESPONSES)

**JULY 2001  
SAMPLE  
(N = 1352)**

No need to go there	<b>28%</b>
Lack of parking	<b>21%</b>
Concern for personal safety	<b>15%</b>
Homeless/panhandlers	<b>9%</b>
Too far from home	<b>8%</b>
Not enough stores	<b>6%</b>
Nothing	<b>5%</b>
Don't know/won't say	<b>9%</b>

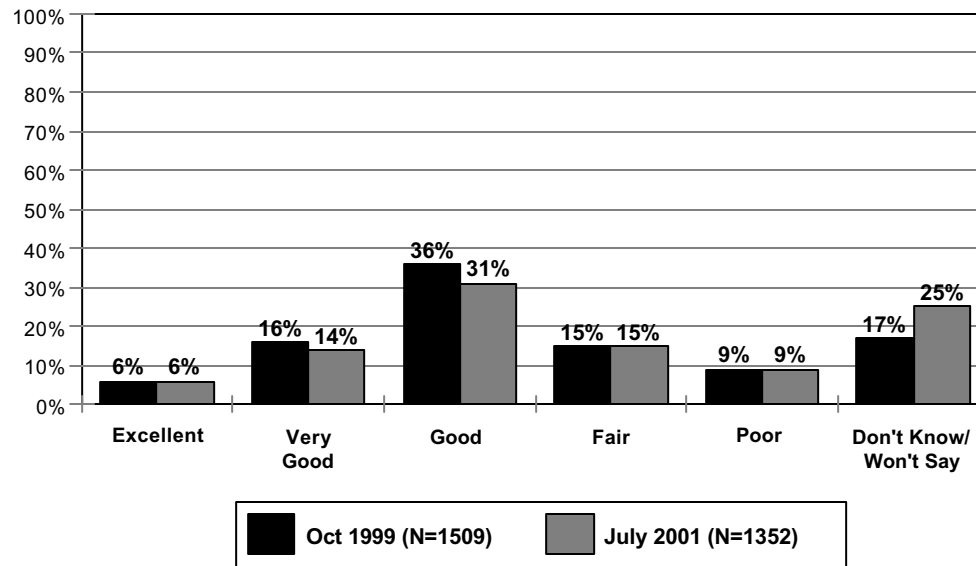
*Note: The sum of the percentages exceeds 100% due to multiple responses.*

When asked in an unaided, open-ended manner what keeps them from visiting Downtown Albuquerque more often, 28% say they do not have a need to go there while 21% cite a lack of parking, 15% express concern for their personal safety, 9% mention homeless/panhandlers and 8% say it is too far from home. Many other reasons were given though none of these were specifically cited by more than 6% of residents.

## Animal Control Services

### Evaluation of City of Albuquerque Animal Control Services

Total Sample



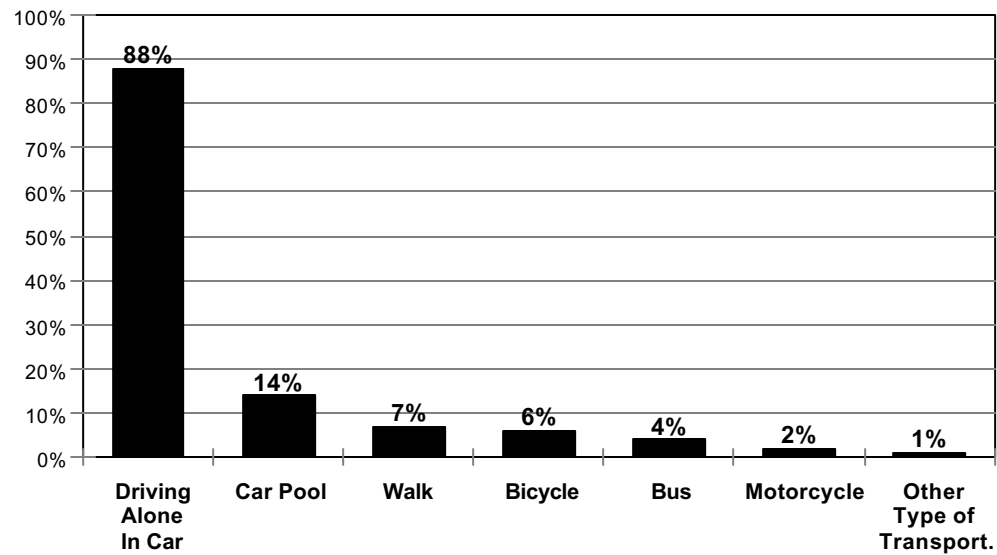
One-in-five residents rate the performance of the City of Albuquerque Animal Control Services as being either *excellent* (6%) or *very good* (14%) and another 31% give a *good* rating. However, one-quarter of residents feel the performance of the Animal Control Services is either *fair* (15%) or *poor* (9%). These results are consistent with those observed in the previous study. It should be noted that the plurality (41%) of residents say they would go to a City Animal Services/shelter if they wanted to get a dog or cat, while 31% would go to the Animal Humane Society.

The majority (53%) of city residents say they currently own at least one dog or cat. The vast majority of these pet owners (92%) say they have taken their pet(s) to a veterinarian for an annual checkup in the past 12 months and 80% of pet owners have had their dogs or cats spayed/neutered. Residents under the age of 35, Hispanics, those with lower levels of education and household income and residents of the Southwest Mesa/South Valley and Central Albuquerque CPA's are least inclined to have their pets spayed/neutered. The primary reason that residents give for not spaying or neutering their animals is the desire to breed them (39%), though 15% say they simply do not want to have it done, while 14% say their pet(s) are too young, and 13% cite expense.



## Transportation Issues

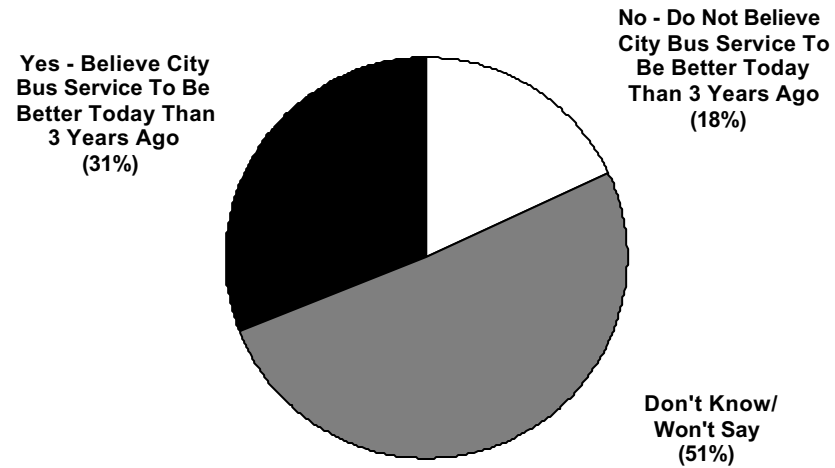
**Utilization of Various Types of Transportation in a Typical Week**  
July 2001 - Among Those Who Work or Go to School Outside of the Home (N=874)  
(Note: The Sum of the Percentages Exceeds 100% Due to Multiple Responses)



Approximately two-thirds of city residents either work outside the home (55%), go to school (3%) or both (7%). Residents who work and/or go to school outside the home were asked if they use various modes of transportation when commuting in a typical week. As shown above, the vast majority (88%) make at least one trip by driving in their car alone, while 14% car pool at least once a week. Seven percent of commuters make at least one trip to work or school by walking, 6% ride a bicycle and 4% take a bus. Clearly, driving alone is the dominant form of commuting to work or school.

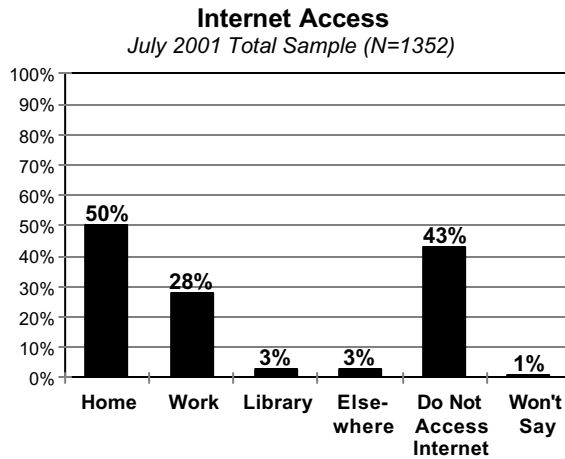
### Perceived Improvements in City Bus Services

July 2001 Total Sample (N=1352)

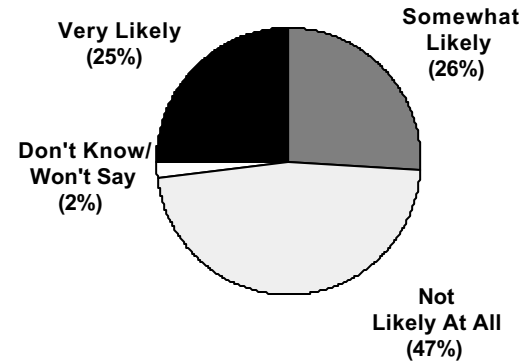


Related to how residents choose to commute, the table above shows that approximately one-third (31%) of area residents generally believe the city bus service is better today than it was three years ago, though 18% do not feel the service is better and 51% have not formed an opinion on the issue.

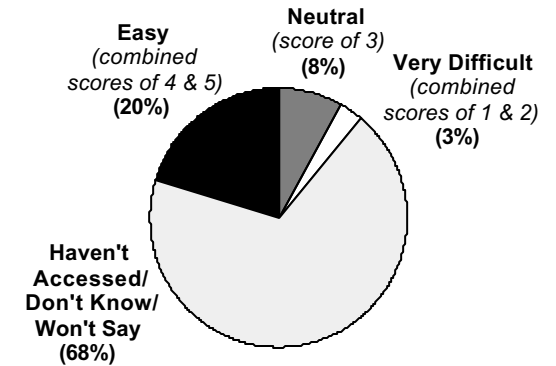
## Internet Access & Usage



**Likelihood of Using a Secured City Internet Site to Pay City Bills/Fees**  
July 2001 - Among Those Who Have Internet Access (N=770)



**Ease in Finding Information on City Web Page**  
July 2001 - Among Those Who Have Internet Access (N=770)  
(Based on 5-Point Scale Where '5' = 'Very Easy'; '1' = 'Very Difficult')



As shown above, the majority of residents (56%) have access to the Internet. Half of the residents have access at home, 28% access the Internet at work, 3% go to the library and 3% access the Internet from other places. Anglo residents, those with higher levels of income and education and those under the age of 50 are most apt to have Internet access.

Approximately half of area residents who have access to the Internet say they are either *somewhat likely* (26%) or *very likely* (25%) to use a secured city Internet site to pay their city bills and fees. This represents 28% of all city residents. Being fast and convenient is the primary reason residents give for saying they would use the Internet to pay their city bills. Conversely, approximately one-third of Internet users say they would not use the Internet to pay bills because they do not feel it would be secure.

One-in-five residents who have Internet access say they have accessed the city's web page and found it easy to find the information they needed. The large majority (68%) have not accessed the city's website.

NUMBER OF TIMES ORDERED PRODUCTS/SERVICES  
VIA THE INTERNET IN THE PAST YEAR

ESTIMATED AMOUNT SPENT FOR PRODUCTS/SERVICES  
ORDERED VIA THE INTERNET IN THE PAST YEAR

AMONG THOSE WHO HAVE INTERNET ACCESS

	<i>JULY 2001 RESPONSES (N = 770)</i>		<i>JULY 2001 SAMPLE (N = 1352)</i>
Did not order products/services through the Internet	<b>41%</b>	\$100 or less	<b>6%</b>
1 to 2 times	<b>14%</b>	\$101 to \$250	<b>6%</b>
3 to 5 times	<b>16%</b>	\$251 to \$500	<b>6%</b>
6 to 10 times	<b>11%</b>	\$501 to \$1500	<b>2%</b>
11 times or more	<b>14%</b>	\$1501 or more	<b>9%</b>
Don't know/won't say	<b>4%</b>	Don't know/won't say	<b>5%</b>
		Have not ordered anything	<b>24%</b>
		Do not have access to Internet	<b>43%</b>

The majority (55%) of residents who have Internet access say they have ordered products or services over the Internet in the past year. One-quarter (25%) have made six or more orders in the past year, while 30% have done so five times or less. In total, 9% of city residents spent more than \$1,500 over the past year on goods and services purchased over the Internet, while 8% spent between \$251 and \$1,500 and 12% spent \$250 or less.